

## Case Study – LASIK Vision Clinic

### Background

This well-established LASIK vision clinic had grown into a regional leader in LASIK procedures, well-known for excellent patient care and successful outcomes. After years of managing their own marketing and advertising activities, they realized the need for agency support to handle the growing workload of media planning and negotiations and the daily interruptions from television, radio, internet, and print media representatives.

The practice selected Altyris to provide professional management of their advertising and media activities, tracking of advertising effectiveness, and strategic direction for future marketing and advertising programs.

### Actions

Our media team evaluated the client's existing advertising activities and renegotiated existing contracts to improve advertising reach and effectiveness.

Working with the client, our team reallocated their advertising budget to include additional television, radio, and internet campaigns with no increase in spending. Our creative and production teams created new television and internet advertising to better promote the client's brand message.

Our media team tracked and evaluated advertising performance against contractual goals – when goals were not met, they requested and tracked appropriate make-goods and additional advertising to assure overall performance.

### Results

Our team successfully increased the client's advertising reach and impact by 47%, with resulting increases in market awareness, brand presence, and patient inquiries.

Also, with Altyris as the point of contact for all media inquiries and promotions, clinic management regained hours of usable time each week, allowing them to focus on caring for patients and perform other important internal activities.